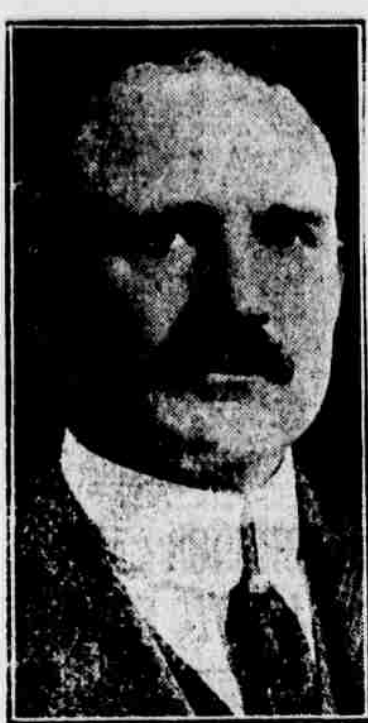


Automobile Presidents Doing Their Bit by Keeping Organizations Together and Business Going

JOHN N. WILLYS,
President Willys-Overland Company.A. R. ERSKINE,
President Studebaker Corporation.W. C. NASH,
President Nash Motors Company.GEORGE M. DICKSON,
President National Motor Car Corporation.J. J. COLE,
President Cole Motor Car Company.W. C. MARMON,
President Marmon Corporation.HORACE DODGE,
President Dodge Brothers Company.JOHN F. DODGE,
President Dodge Brothers Company.

ENCLOSED CAR NOW SEEN AS NECESSITY

This Type Useful the Year
Around, Says Cadillac
Executive.

By RICHARD H. COLLINS,
President and General Manager Cadillac
Motor Car Company.

In times like these it is eminently fair to consider that which adds to personal efficiency a necessity. By every right the enclosed type of motor car comes into that classification.

No one seriously denies the automobile as a necessity or that it increases personal efficiency. If these things are true, they apply with even greater force and emphasis to the enclosed car.

The object now of all patriotic people is to get more work done or to gain more time for the duties in hand, in order to perform them with increased thoroughness. If the motor car is one of the agencies which will contribute to the attainment of that object—and it is to argue otherwise—then the use of the motor car should be encouraged and increased. There is no doubt in gasoline. Even if there were, the benefits from a still wider use of automobiles would more than compensate for the gasoline consumed by reason of that use.

Idle Car Is Idle Money.

An idle motor car is an idle investment. It represents so much money from which the owner is receiving no return. On the face of it it is bad business to lay up an automobile for a period like winter for instance.

Primarily a man owns an automobile for the time it saves him, for the added convenience and comfort it gives him. That being true, it would appear little short of the height of folly to take a motor car out of commission at the very time of year when its time saving, its comfort and convenience are needed to the greatest advantage and at a season when all other forms of transportation slow down.

It needs no track on which to run, no wire or third rail from which to draw its power. It manufactures its own power, without a chance of failure because of faulty transmission of power from some central source. And it uses no coal.

A little analysis of the trend of the public's motor car tastes indicates that cars are bought now with a serious purpose of mind. Experience apparently has taught the greater desirability of an enclosed car for winter use. Likewise it has demonstrated that an enclosed car, properly ventilated, is more comfortable in summer.

The result is a natural increase in the number of enclosed cars which are bought to-day for year round use. And this increase is of no mean proportions. Sedan and coupe types are not confined to the cities alone. They are being sold more and more in small towns to people who several years ago could not be persuaded to consider such a car.

U. S. Officials Approve Cars.

The Government itself does not consider the motor car, nor even the enclosed type, a luxury. If its official action and the attitude of its individuals may be accepted as indications, the highest men in the Government service utilize motor cars as every other owner should and as most of them do—to save time, to increase personal efficiency as a means of quick and certain transportation. They ride in motor cars every day—many of them in new cars of enclosed type.

Congress, with the idea of deriving benefit from luxuries, placed the highest taxes on such. Railroad fares, for example, are taxed 8 per cent. The man who rides in a Pullman car pays an additional levy.

The tax on a motor car is but 3 per cent. of its cost price. Its operation is entirely free from any Government tax. In the light of these facts there can hardly be doubt in the reasonable mind as to the utility of the motor. In its early day, when the operation of an automobile was a more or less uncertain quantity, this was not true. But the motor car has progressed to a fine point of perfection.

It actually did reach a utilitarian basis some years back. Certain sections of the public came early to the realization of that fact. Others were more hesitant. Now it is doubtless the sim-

DAY AT THE SHOW TIME WELL SPENT

Automobile Has Proved It Is
a Necessity, Says Chevrolet
Sales Head.

By W. C. BILLS,
General Sales Manager Chevrolet Motor Co.

Automobile Show time is here again—show time with all its surprises! Show time with all the new models, improvements, innovations in cars and accessories.

You are going to attend, of course. You will want to see the latest offerings. A day spent at an automobile show is an education. And it is well worth any one's time to visit an exhibition and gain first hand knowledge pertaining to motor cars.

You see before your eyes the progress and advancement made during the previous twelve months. You appreciate, as you could in no other way, the work accomplished by the various departments of a factory. You see before you the ideals of the men responsible for the product of each company.

Each car you see represents an ideal.

ELGIN MOTOR CAR PLANT EXPANDED

Rapid Growth in 1917 Forces
Corporation to Enlarge
Chicago Factory.

The Elgin Motor Car Corporation in 1917 has taken enormous strides. It became a member of the National Automobile Chamber of Commerce last summer, only a little more than one year after its start.

C. S. Riemann, vice-president and general manager of the company, has been called "the miracle man of motoring." After his success in the Service Motor Truck Company of Wabash, Ind., Mr. Riemann undertook the development of the Elgin Corporation in Chicago, and his success followed surprise as the business of the company grew, and as its plant expanded to large proportions.

During the season of 1916, the Elgin Corporation gave out a slight indication of rapid growth. It turned out 724 cars. This number of cars in comparison with the output of other companies, turning out that number in two or three days, was such as to draw little attention. But the Elgin output grew and Chicago people expressed their surprise in the Elgin and its products. They supported the venture to the limit.

The company gathered headway rapidly, and with the opening of the 1917 season it became necessary to surround the factory with tents. Splendid shipping facilities enabled the company to secure material and to ship cars. As the number of dealers and distributors increased with the consequent demand the output grew and in August of 1917 more cars were shipped than were made during 1916. The August shipments totaled 811 cars.

With the increase in demand new buildings were arranged for and within a few months a structure two and a half blocks long and two stories high and a large office building were added. Mr. Riemann's dynamic energy caused the completion of the plant in record-breaking time, saving the company facilities for an output of 100 cars per day. In the original factory with its tents adjoining the output had run from thirty to forty cars daily during the summer.

The 1917 output was large and satisfactory and with confidence in the future the company secured and stored material of great value and arranged for the manufacturing of material sufficient for its 1918 output. Agents and distributors increased rapidly and the Elgin Corporation enters 1918 with splendid business prospects.

Overland "Fond of Repeaters."

Willys-Overland, Inc., is particularly proud of its "repeaters"—customers who buy the same make of car year after year. The records of the big Toledo concern show that 215 per cent. of the new cars turned out last year were former Overland and Willys-Knight owners.

GRANT TRUCKS TO FORE NEXT

Large Scale Production Planned
to Meet Demand.

By HARRY M. JEWETT,
President Paige-Detroit Motor Car Company.

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It is very hard to draw the line where utility and an automobile ends and so-called pleasure riding begins. President Wilson's form of relaxation from Government cares is an automobile ride every afternoon—a necessity for his continued good health. Hundreds of thousands of professional men and business men of all kinds are using cars as a part of their daily routine, and not one-tenth of the service these cars render comes under the head of pleasure or recreation. The other day a well known Detroit business man said to me:

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Trim Chevrolet Sedan



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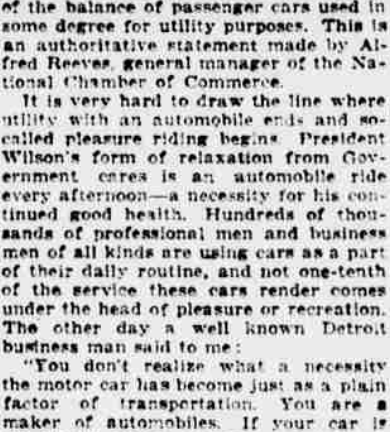
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The interest is genuine, too, for the very good reason that the automobile means transportation, and transportation is important to people everywhere. It isn't too much to say that it is one of the most important items in life, so every man, woman and child in this country is interested in mechanical transportation.

This general interest will be even greater in the future than it has been in the past—it will be universal. This is because the growing population of the day is interested in motor cars. They are devoted to the automobile, appreciating as they do the many uses, and it is safe to say that this genuine interest will grow with their years. At an automobile show boys and girls seem as much interested as any of the grownup spectators. And when it comes to knowledge they will have much keener conception of the mechanical and artistic

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